

The Cutting Edge



Volume 16, Issue 9 September 2025

Inside this issue:

Membership Updates	2
JA Memorial Trap Shoot	3
Home Planning Guide	4-6
WBA Advocacy	7
Trends in Housing	9
Kwik Trip Savings	11
Insurance/Savings	12

CALENDAR OF EVENTS:

- September 30 Home Planning Guide Advertising Deadline
- Oct. 9 MSHBA BOD Meeting
6:00 pm at Millhome Supper Club
- Oct. 9 WBA Member Meeting Day virtual

MSHBA's office will be closed September 15-18

PRESIDENT'S MESSAGE

By Derek Fritsch, Green Hammer Construction LLC

Hello members,

I'd like to kick off this month with a big *thank you* to everyone who participated in our annual Trap Shoot. We had a great turnout this year with **54 shooters** and an exciting **two-way tie for Top Gun!** After a thrilling shoot-off, **Mike Burg** emerged as the **Top Gun**. **Joseph Juckem** took home the title of **Junior Top Gun**, and the **Top Team** honors went to the **Winne-**

bago Eastshore Conservation Club. Congratulations to all of our winners!

We're also excited to announce that the **Home Planning Guide** will be published again this year. Don't miss the opportunity to promote your business—send your ads to Tena as soon as possible. The guide reaches **15,000 homes and businesses**, making it a powerful tool for local advertising.

A special thank you to our **Premier Media Sponsor** this year: **Potter Building Supply**. We truly appreciate your continued support.

Thanks for reading—and have a great month ahead

Derek Fritsch
MSHBA President
Owner, Green Hammer
Construction LLC

OCTOBER MEETING

October 9

Millhome Supper Club
VIP Room

6:00 pm Board of
Directors Meeting
Dinner off the Menu

Bring a guest and see what
our association is about.

JERRY ARENZ MEMORIAL TRAP SHOOT



THANK YOU FOR
YOUR SUPPORT!

MSHBA Membership



Mid-Shores Home Builders Association, Inc.

2025 MSHBA OFFICERS

President: Derek Fritsch
Green Hammer Construction LLC
920-905-3513

President-Elect: Kevin Schmitz
K & J Construction and Design LLC
920-849-8811

Treasurer: Julie Schmitz
K & J Construction and Design LLC
920-849-8811

Secretary: Open Position
Past-President: Matt Lefebber
Wrightway Home Improvements
920-923-0721

2025 DIRECTORS

Jerry Mallmann
Chilton Furniture
920-849-9023

Dave Amel
Premier Properties Realty, LLC
920-980-4477

Nick Zurn
Precision Floors & Decor
920-400-1123

WBA Director
Derek Fritsch

NAHB Delegate
Kevin Schmitz
NAHB Alternate Delegate
Open Position

MEMBERSHIP... the Ultimate Building Resource

THANK YOU FOR RENEWING YOUR MEMBERSHIP!

Schneider & Schneider Construction Inc.—
Charter Member of 27 years!

Mid-Shores HBA offers a 3-Pay Dues Payment Program...

MSHBA offers an option to pay your dues in three consecutive monthly payments of \$150.00. Your membership will take into effect on your final payment. A 3-Pay Dues payment contract will be included with your renewal statement.



MSHBA'S Home Planning Guide

Advertising Deadline:

September 30

Advertise your Business in the Home Planning Guide!

Advertising Packet: Pages 4-6
Premier Media Sponsor:



WBA Member Benefits...

- Kwik Trip Rewards
- Contracts/Forms
- Member Hotline
- Insurance
- Rebate Form
- Continuing Education
- Coaching & Consulting

Even More Benefits are available at
www.wisbuild.org/member-benefits

WBA Blueprint - [Click here](#) to view the latest edition.

Area Chamber Membership

MSHBA is a member of New Holstein, Chilton and the Kiel Area Chamber of Commerce. Represent MSHBA and attend any of their meetings or events.

- [New Holstein Area Chamber of Commerce](#)
- [Kiel Area Chamber of Commerce](#)
- [Chilton Chamber of Commerce](#)

Mid-Shores Home Builders Association, Inc.

PO Box 125
New Holstein, WI 53061
www.midshoreshomebuilders.com

Executive Officer Tena Hartwig
2104 Mary Ave.
New Holstein, WI 53061
Phone (920) 539-9014
hartwigs1@charter.net

NAHB IBS Feb 17-19, 2026
Orlando, FL

Sept Only!
EXPO PASS

NAHB MEMBERS: FREE
NON-MEMBERS: \$75

REGISTER TODAY!

Thank you for your support of MSHBA's Jerry Arenz Memorial Trap Shoot!

The shoot was a great success and we had good weather! 54 shooters vied for the TOP GUN title; the honor was earned by Mike Burg! After a shoot-out, Mike won with a score of 71. The JUNIOR TOP GUN is... Joseph Juckem, with a score of 43 and the TOP TEAM is... WECC, with a team score of 220. Birschbach Builders LLC won the early bird shell drawing. Jordan Brandt won the MYSTERY BOX. Congratulations! Also a special thank you to the Jerry Arenz family and the Winnebago Eastshore Conservation Club for hosting us!



Thank you Sponsors and Committee!

Station: Drexel Building Supply & Birschbach Builders LLC

Top Gun Sponsor: Wrightway Home Improvements

Event Sponsor: Wrightway Home Improvements

Mystery Box & Raffle Sponsors: Green Hammer Construction LLC, Silica For Your Home, GFL, Café on Calumet, Chilton Furniture, Cabela's, Kwik Trip, Fleet Farm, Riverview Family Restaurant, Premier Properties Realty LLC, K & J Construction and Design LLC, Potter Building Supply, the Arenz Family and many more.

Early Bird: K & J Construction and Design LLC

Shooters: 54

Special thanks to everyone that donated raffle prizes and provided food!



JERRY ARENZ MEMORIAL TRAP SHOOT



MID-SHORES HOME BUILDERS ASSOCIATION INC



HOME PLANNING GUIDE

Guide Advertising & Sponsorship Packet

READY TO CREATE YOUR DREAM HOME – or elevate your current one?

*Start with the best local materials and trusted experts to
bring your vision to life.*

Our goal for the **Home Planning Guide** is to deliver real value to local builders, subcontractors, and suppliers by giving them a platform to highlight the latest homebuilding products and services available in our area.



"Commitment to community, quality and professionalism is our motivation"

Mid-Shores Home Builders Association – PO Box 125 – New Holstein, WI 53061
920.539.9014 - hartwigs1@charter.net – www.midshoreshomebuilders.com



MID-SHORES HOME BUILDERS ASSOCIATION, INC.
Home Planning Guide
Book Advertising & Sponsorship Opportunities

Mid-Shores Home Builders Association, Inc. (MSHBA) is proud to announce the publication of this year's **Home Planning Guide**. This guide will serve as a valuable resource for homeowners, accessible both in print for use at home and online for convenient viewing.

Why your business should advertise in the Home Planning Guide

A homeowner's dream—whether building a new home or updating their current one—starts with quality local products and skilled local professionals. Alongside advertising, the Home Planning Guide will include informative articles on topics such as Home Buying, Seasonal Maintenance, Remodeling, and generational design Trends. Our goal for the Guide is to deliver real value to area builders, subcontractors, and suppliers by offering a platform to showcase the latest in homebuilding products and services available in our area.

Mid-Shores Home Builders Association Inc. invites you to participate as an advertiser and/or sponsor of the **Home Planning Guide**. Your support of this media event at any of the following levels will be greatly appreciated.

Home Planning Guide Advertising

The Home Planning Guide is a high-quality, full-color publication with a circulation of 15,000 distributed through the Tempo newspaper. Additional copies will be available at member locations, and a digital version will be accessible on our website.

This glossy 8½" x 11" publication offers advertising opportunities open to both MSHBA members and non-members. Once again, the Home Planning Guide Committee has chosen Zander Press, Inc. of Brillion to design and publish the guide.

Please purchase your ad by September 30, 2025 by completing the enclosed advertising contract. All high resolution (300 dpi or better) camera ready ads and advertising copy or prepared layout with camera ready logo and/or artwork should be sent directly to Mid-Shores HBA. Ads from previous MSHBA publications are on hand and can be repeated without changes, if desired.

Premier Media Sponsor: \$1000 MEMBERS, \$1500 NON-MEMBERS – limited to 3

Premier Media sponsors will receive a full-page prime location ad in the Home Planning Guide (inside front cover, back cover, inside back cover), name and/or logo representation on the front cover of the guide, and name and/or logo representation on our website and Facebook page.

Thank you for your kind consideration of this opportunity. Should you have any questions or require further information, please feel free to reach out to the MSHBA office or any committee member.

Very Truly Yours,

Tena Hartwig
 Executive Officer

Home Planning Guide Committee

Chairperson

Julie Schmitz
K & J Construction and Design LLC
 920-849-8811

Committee Members

Jenny Pitzen
Christel & Heiberger Builders, Inc.
 920-898-2820

Dave Amel
Premier Properties Realty LLC
 920-980-4477

Bill Weber

Pella Windows & Doors of WI
 920-435-3791

Mid-Shores Home Builders Association – PO Box 125 – New Holstein, WI 53061
 920.539.9014 - hartwigs1@charter.net – www.midshoreshomebuilders.com



MID-SHORES HOME BUILDERS ASSOCIATION, INC.
Home Planning Guide
Ad Order Contract

Ad Order Contract | Deadline: September 30, 2025

Full Color Glossy Camera-Ready Ad Rates:

	<u>MSHBA Members</u>	<u>Non-members</u>
Premier Media Sponsor (7.5"x10") - limited to 3	\$1000	\$1500
Full Page (7.5"x10")	\$800	\$900
½ Page (7.5"x5" or 3.75"x10")	\$450	\$500
¼ Page (3.75"x5" or 7.5"x2.5")	\$250	\$300

Design services are available for an additional cost of \$25 per ad

15,000
Circulation

ADVERTISER INFORMATION

Date: _____

Company: _____

Advertiser/Contact Person(s): _____

Address, City, State, Zip: _____

Phone: _____ Email: _____

Sponsor/Ad Size: _____ Rate: _____

☐ Design Services \$25

☐ Please invoice ☐ Full payment is attached with this contract. Thank you.

Payment of all ads must be received by September 30, 2025 to be included in the Home Planning Guide.

Signature _____ Sold By _____

All contracts must be returned to MSHBA along with ad copy not later than September 30.

All high resolution (300 dpi or better) camera ready ads and advertising copy or prepared layout with camera ready logo (300 dpi or better) and/or artwork should be submitted electronically directly to Mid-Shores HBA. Camera ready ads should be sized to the above specifications.

E-mail Ads to: hartwigs1@charter.net | Please return contract and payment to:

Mid-Shores Home Builders Association – PO Box 125 – New Holstein, WI 53061
 920.539.9014 - hartwigs1@charter.net – www.midshoreshomebuilders.com



Conversations Continue on Workforce Housing TID

Over the past several months, WBA staff has continued discussions with legislators and representatives from other associations to develop a framework for legislation that would allow municipalities to create a Workforce Housing Tax Incremental District (TID).

While some developers have partnered with municipalities under current law to use TIF funds for housing development, the process remains complex and difficult to navigate. Our focus this session has been on giving municipalities the authority to establish a TID specifically to help fund infrastructure costs for workforce housing projects.

The concept under discussion is a pay-as-you-go, developer-financed TID, with size caps on both homes and lots to ensure that only workforce housing is created.

We believe there is growing consensus around several key provisions of the proposed legislation. WBA will continue engaging with stakeholders and legislative leaders from both parties in the coming months, with the goal of introducing a bill for consideration this fall.

GOP Candidates Enter Governor's Race as Evers Weighs His Future

Wisconsin's 2026 race for governor is taking shape as two Republicans—Josh Schoemann and Bill Berrien—have offi-

cially launched campaigns, while Democratic Governor Tony Evers has yet to announce whether he will seek a third term.

Schoemann, the Washington County Executive, is positioning himself as a grassroots candidate, raising over \$424,000 since May. Meanwhile, Berrien, a businessman and former Navy SEAL, is making waves with a self-funded media blitz, spending nearly \$400,000 on ads and drawing financial backing from high-profile donors, including the Winklevoss twins.

On the Democratic side, all eyes are on Governor Evers, who is expected to decide later this month. His re-election campaign has raised \$757,000 so far this year, with \$2.07 million in cash on hand—strong, though below his fundraising pace in previous cycles. If Evers steps aside, Democrats may see a contested primary featuring Lt. Gov. Sara Rodriguez, Attorney General Josh Kaul, or Milwaukee County Executive David Crowley.

The race is already drawing national attention and promises to be one of the most closely watched contests of 2026.

Wisconsin Supreme Court Decision Shifts Rulemaking Power — Impacts Building Code Oversight

In a landmark decision issued July 8, 2025, the Wisconsin Supreme Court struck down key legislative oversight

powers long used to influence administrative rulemaking—including those affecting the state's building codes.

In *Evers v. Marklein*, the Court ruled 4–3 that statutes granting the Legislature's Joint Committee for Review of Administrative Rules (JCRAR) the power to pause or block agency rules are unconstitutional. The majority opinion, authored by Chief Justice Jill Karofsky, found that such authority violated the Wisconsin Constitution's requirements for bicameralism and presentment—meaning any legislative action altering the law must be approved by both chambers and signed by the Governor.

This decision overturns decades of precedent and directly impacts how rules—like changes to Wisconsin's commercial building code—can be reviewed. Previously, JCRAR could object to or suspend new rules it believed were too costly or misaligned with legislative intent. That check is now gone.

What This Means for Builders:

- **Oversight eliminated:** A rule WBA championed—allowing JCRAR to block building code changes that would increase home costs by more than \$1,000—is now unenforceable.
- **Faster rule implementation:** State agencies can now enact rules without JCRAR review, unless both houses of the Legislature and the Governor act to stop them.
- **Fewer cost controls:** Builders could see new code changes adopted more quickly, with fewer opportunities to challenge rules that increase construction or remodeling costs.

This is a disappointing outcome for WBA and its members, who have long advocated for cost-conscious code development. The ruling shifts significant authority from the Legislature to state agencies, creating new challenges for housing affordability.

WBA will continue to monitor the evolu-

ing rulemaking process and advocate for a regulatory climate that supports housing development across Wisconsin.

Wisconsin State Budget Signed into Law After Late-Night Deal

In a whirlwind finish, the Wisconsin Legislature passed a compromise state budget in under 24 hours, and Governor Tony Evers signed it into law around 1:30 a.m. on July 7.

The final push came after Senate leaders secured support from key Democrats—including Sen. Brad Pfaff, who recently spoke to members of our advocacy group meeting in June—ensuring the budget's passage in the Senate.

Governor Evers and legislative leaders also moved quickly to sign the budget before the U.S. House of Representatives passed the federal reconciliation bill, later signed by President Trump. This timing allowed Wisconsin to capture more than \$1.5 billion in additional Medicaid funding.

Highlights of the recently passed state budget include:

Taxes & Fees

\$1.3–\$1.4 billion in income tax cuts, targeting working families and retirees
Personal exemption increased from \$700 to \$1,200, saving the average family

about \$100/year

Earned Income Tax Credit increased significantly for families with one or two children

State income tax eliminated on cash tips

State sales tax removed from residential electricity and natural gas—an estimated \$50 million in annual household savings

Various DMV fees raised to support transportation infrastructure

Property Tax Relief

Over \$1.1 billion allocated to local governments and property tax credits to keep property taxes stable

Homestead credit (now the *Property Tax and Rent Rebate*) expanded and indexed for inflation

Expanded property tax relief for veterans and surviving spouses, including renters

Infrastructure & Transportation

Over \$60 million annually redirected into the Transportation Fund

\$150 million dedicated to the Agricultural Road Improvement Program to repair rural roads, bridges, and culverts

Education

Nearly \$1.4 billion increase for K-12 education over two years

Historic increase in special education aid, with reimbursement rates rising to 42%

and then 45%

\$30 million per year for school-based mental health programs

Largest UW System investment in nearly two decades—\$240 million total, including \$166 million for pay raises

Additional support for UW student grants and technical colleges

Child Care & Early Childhood Education

More than \$330 million invested, including:

\$110 million in direct provider payments
\$66 million for the new “Get Kids Ready” pre-K initiative

Grants to expand provider capacity

Corrections

Plan to close Green Bay Correctional Institution by 2029; however, the Governor vetoed a hard closure date pending a final plan

State Workforce

State employees to receive a 3% raise in the first year, and 2% in the second year

Health Care & Medicaid

Hospital assessment rate increased from 1.8% to 6%, unlocking \$1.5 billion in new federal Medicaid matching funds

Medicaid expanded to cover services from community health workers, doulas, peer specialists, glucose monitors, and insulin pumps

DWELLING CONTRACTOR QUALIFIER

[Click to get your continuing education credits here](#)

Trends in Housing Conference

November 13, 2025 | Brookfield



Join industry leaders, builders, developers, and policy experts for the Wisconsin Builders Foundation's 2025 Trends in Housing Conference. This annual event explores key issues shaping Wisconsin's housing market — from emerging design and construction trends to regulatory updates and economic forecasts. Gain insights into statewide initiatives like the uniform building code, discuss challenges and opportunities in housing affordability, and connect with peers working to advance safe, sustainable, and innovative housing solutions across Wisconsin.

Booth Space & Sponsorships Available!



Scan to view agenda
and Register!



EVENTS SCHEDULE

2025**7/9,
10/15,
12/17**

Virtual

LEGAL MINI SERIES W/ ROBERT PROCTER

Johnson Creek &
Wausau

BUILD-PAC CLAY SHOOT

**9/23 &
9/25****10/9**

VIRTUAL MEMBER MEETING DAY

Virtual

Brookfield

TRENDS IN HOUSING CONFERENCE

11/13**TBD
JAN**

MEMBER MEETING DAY & INSTALLATION

Green Bay

For More Info or to Register, scan the code or
visit association.wisbuild.org/eventcalendar



**Kwik
TRIP**

Hey, WBA!


**WISCONSIN
BUILDERS
ASSOCIATION**

**Save 6¢ per gallon of fuel as a member of
the Wisconsin Builders Association!**

Benefits include:

- Save 6¢ on every gallon of fuel purchased at Kwik Trip, Kwik Star & Stop-N-Go locations.
- 10% off in-store purchases & car wash discounts up to 50%.
- Choose from three different fuel programs to find the best fit.
- No annual or monthly fees.



Subject to credit approval. Some in-store exclusions apply. Kwik Trip Business Plus MasterCard is issued by Regions Bank, pursuant to a license by MasterCard Int'l Inc. MasterCard is a registered trademark of MasterCard Int'l Inc.



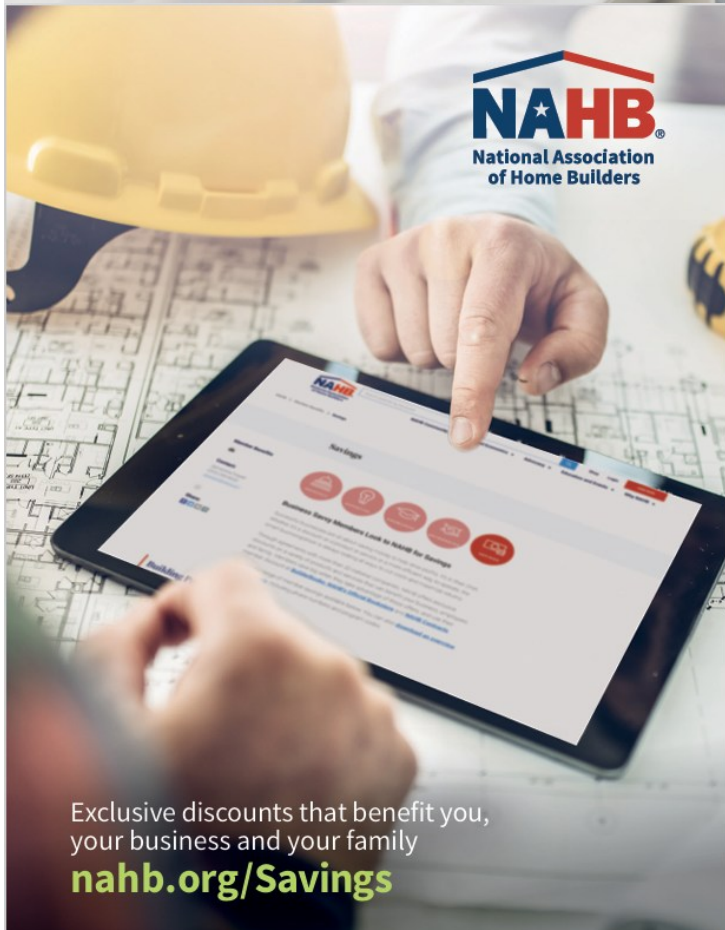
Questions? Contact Brayton Duin
 608-793-4708 or bduin@kwiktrip.com

Building a house is a labor of love.
But frankly, your insurance shouldn't make more work for you.

Members of the Wisconsin Builders Association (WBA) are eligible to save money on their insurance needs with discounts available through Frankenmuth Insurance.

Ready to have a frank conversation about your insurance? Let's talk today.

Visit us at **www.fmins.com** to find an independent agent near you.



NAHB
National Association
of Home Builders

Exclusive discounts that benefit you,
your business and your family

nahb.org/Savings

NAHB Member
SAVINGS
Put your membership to work.

LOWE'S PRO

T-MOBILE FOR BUSINESS

NISSAN

DELL Technologies

Active&Fit DIRECT

AVIS

BMW

Budget

FARMERS INSURANCE

GOODYEAR

Heartland

Hertz

Holman
Driving Where's Right

HotelPlanner

indeed

MemberDeals
EXCLUSIVE MEMBER ONLY OFFERS

odp
BUSINESS SOLUTIONS

RingCentral

SiriusXM

TForce Freight

sam's club

TrueCar

ups

VOYAGER